



WDAF-TV

ORDER

Print Date 10/26/12 Page 1 of 3

Flight Dates 10/26/12-10/30/12

Contract / Revision 586587 /

Original Date / Revision
10/26/12 10/26/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Staggars Loop
Delaware, OH 43015Product
MO-US SEN-TODD AKIN-

Agency Com 15%

Billing Contact

7669 Staggars Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 3082

Alt Order # 09852382

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 86160

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	21540
KCWE	%	0
KMBC	25%	21540
KMCI	%	0
KPXE	%	0
KSHB	25%	21540
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	35	\$18,309.00	\$21,540.00	0.00
Totals	35	\$18,309.00	\$21,540.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	10/30/12	35	\$18,309.00	\$21,540.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/29/12	10/30/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
2	4	10/29/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
3	4	10/29/12	10/30/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MT-----	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					3	\$600.00		0.00			

Contract Revision

586587

Flight Dates 10/26/12-10/30/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Akin/R/MO/US Senate**

Product MO-US SEN-TODD AKIN-

Estimate # 3082

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	4	10/29/12	10/30/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MT-----	:30	3	\$525.00	2	0.00 NM	3	\$1,575.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			3		\$525.00		0.00			
5	4	10/29/12	10/30/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MT-----	:30	3	\$525.00	2	0.00 NM	3	\$1,575.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			3		\$525.00		0.00			
6	4	10/29/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a (9:00 AM-10:00 AM)	MT-----	:30	2	\$300.00	2	0.00 NM	2	\$600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			2		\$300.00		0.00			
12	4	10/29/12	10/30/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MT-----	:30	3	\$300.00	2	0.00 NM	3	\$900.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			3		\$300.00		0.00			
13	4	10/29/12	10/30/12	M-F 5-6p 530-6P	CM-All	530-6P (5:30 PM-6:00 PM)	MT-----	:30	2	\$600.00	2	0.00 NM	2	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			2		\$600.00		0.00			
14	4	10/29/12	10/30/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00 NM	1	\$540.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$540.00		0.00			
19	4	10/29/12	10/30/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-T-----	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1		\$1,000.00		0.00			
20	4	10/29/12	10/30/12	M-F 9-10p 9-930P	CM-All	9-930P (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1		\$1,200.00		0.00			
21	4	10/29/12	10/30/12	M-F 9-10p 930-10P	CM-All	930-10P (9:30 PM-10:00 PM)	-T-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1		\$1,200.00		0.00			
24	4	10/29/12	10/30/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MT-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----			1		\$1,200.00		0.00			
E 25	4	10/29/12	10/30/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
NEWS														



Hiatus Dates

Order Sep 00:15:00

Estimate # 3082

Totals	35	\$21,540.00
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WDAF-TV

ORDER

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Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Staggars Loop
Delaware, OH 43015

Product
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact

7669 Staggars Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2906

Alt Order # 09842330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 28720

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	7180
KCWE	%	0
KMBC	25%	7180
KMCI	%	0
KPXE	%	0
KSHB	25%	7180
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	14	\$6,103.00	\$7,180.00	0.00	10/01/12	10/22/12	14	\$6,103.00	\$7,180.00
Totals	14	\$6,103.00	\$7,180.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/17/12	10/19/12	M-F 7-9a 7-9a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00						



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Contract / Revision 583087 Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/17/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			2		\$400.00			0.00			
5	4	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			2		\$540.00			0.00			
8	4	10/17/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	3	\$800.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			3		\$800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00	NM		
Credited															
2	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00	NM		
Credited															
3	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00	NM		
Credited															
9	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM-----	:30		(\$800.00)		0.00	NM		
Credited															
E 10	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$1,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		M-F 630-7p	630-7p		M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
11	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			1		\$400.00			0.00			
12	4	10/20/12	10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$800.00			0.00			
13	4	10/20/12	10/20/12	College Home Team game College Home Team	CM-All	Various (6:30 PM-9:30 PM)	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$1,000.00			0.00			
14	4	10/21/12	10/21/12		CM-All	10-1030p	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00



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Contract / Revision 583087 Flight Dates 10/17/12-10/22/12 Hiatus Dates
Original Date / Revision 10/24/12/ 10/24/12 Order Sep 00:15:00
Advertiser Akin/R/MO/US Senate Product MO-US SEN-TODD AKIN Estimate # 2906

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
Su 10-1030p															
Su 10-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----5	1		\$800.00		0.00						
E 15	4	10/22/12	10/22/12	M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$800.00	2	0.00 NM	0	\$0.00	
M-F 1030-1102p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/22/12-10/29/12		M-F 1030-1102p	1030-1102p		M-----	:30	(\$800.00)		0.00	NM			
Credited															
													<u>Totals</u>	14	\$7,180.00



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ORDER

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Flight Dates 10/23/12-10/24/12

Contract / Revision 585173 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Staggers Loop
Delaware, OH 43015

Product
MO-US-SEN TODD AKIN

Agency Com 15%

Billing Contact

7669 Staggers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2956

Alt Order # 09849385

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 23320

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	5830
KCWE	%	0
KMBC	25%	5830
KMCI	%	0
KPXE	%	0
KSHB	25%	5830
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$4,955.50	\$5,830.00	0.00	10/01/12	10/24/12	9	\$4,955.50	\$5,830.00
Totals	9	\$4,955.50	\$5,830.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/23/12	10/24/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TW----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$375.00		0.00						
2	4	10/23/12	10/24/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TW----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$400.00		0.00						
3	4	10/23/12	10/24/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TW----	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$540.00		0.00						



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Contract / Revision 585173 Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US-SEN TODD AKIN

Estimate # 2956

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	4	10/23/12	10/24/12	M-F 9-10p 9-930p	CM-Ail	9-930p (9:00 PM-9:30 PM)	-TW----	:30	2	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	4	10/22/12-10/28/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P-TW-----	:30	(\$800.00)	0.00	NM				
Credited															
E 5	4	10/24/12	10/24/12	World Series World Series on FOX	CM-Ail	6p-CC	--W----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,300.00		0.00						
E 6	4	10/24/12	10/24/12	M-F 430a News M-F 430-5a News	CM-Ail	430-5a	--W----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$100.00		0.00						
Totals														9	\$5,830.00



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Flight Dates 10/23/12-10/24/12

Contract / Revision 585515 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact Nicole Graff

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
SPENCE FOR MO GOV

Agency Com 15%

Billing Contact
814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C24

Alt Order # 09850996

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 24500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	6125
KCWE	%	0
KMBC	25%	6125
KMCI	%	0
KPXE	%	0
KSHB	25%	6125
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$5,206.25	\$6,125.00	0.00
Totals	18	\$5,206.25	\$6,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/24/12	18	\$5,206.25	\$6,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
3	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						



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Contract / Revision 555515 Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:16:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C23C24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
14	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	2	\$600.00	3	0.00	NM	2	\$1,200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					2	\$600.00		0.00				
15	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	2	\$375.00	3	0.00	NM	2	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					2	\$375.00		0.00				
16	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					1	\$250.00		0.00				
														Totals	18	\$6,125.00



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ORDER

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Flight Dates 10/23/12-10/24/12

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10/22/12 10/22/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Staggers Loop
Delaware, OH 43015

Product
MO-US-SEN TODD AKIN

Agency Com 15%

Billing Contact

7669 Staggers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2956

Alt Order # 09849385

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 16920

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	4230
KCWE	%	0
KMBC	25%	4230
KMCI	%	0
KPXE	%	0
KSHB	25%	4230
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	8	\$3,595.50	\$4,230.00	0.00
Totals	8	\$3,595.50	\$4,230.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/24/12	8	\$3,595.50	\$4,230.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/23/12	10/24/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TW----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$375.00		0.00						
E 2	4	10/23/12	10/24/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TW----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$400.00		0.00						
E 3	4	10/23/12	10/24/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TW----	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW----	2		\$540.00		0.00						



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Contract / Revision **585173** Flight Dates **10/23/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Akin/R/MO/US Senate**

Product **MO-US-SEN TODD AKIN**

Estimate # **2956**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	4	10/23/12	10/24/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TW----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-TW----	2		\$800.00		0.00							
														Totals	8	\$4,230.00